Exchanges evolution

In order to study the evolution of money in football in Europe, this article focus on the top 10 of exchanges in the last three years. It is important to notice that more and more football club(s) have petrol company as investors. Moreover, the economical crisis doesn’t exist in football, that’s why people have the autorisation/power to think that money becomes more important than the game in this sport. The sum of money spend for/on ? players now were unbelievable/phenomenal? since 10 years.

The first point is the increase of the total of exchanges each year. Indeed, it grows up year after year to achieve the half-billion of euros only for the first 10 exchanges. In a second time, it shows the increase of ~~the~~ value of players. How can they determine this cost for a football player ? And how can they pay for players knowing that most of clubs are in debt ?

The first answer, as explained before, is the investment of fuel companies in sport that gives millions of dollars each to make clubs famous. This investments change the image of the club and create a gap more and more considerable in each championship in Europe. That’s why, this clubs represent a majority of the thirty-two clubs qualified in Champions League.

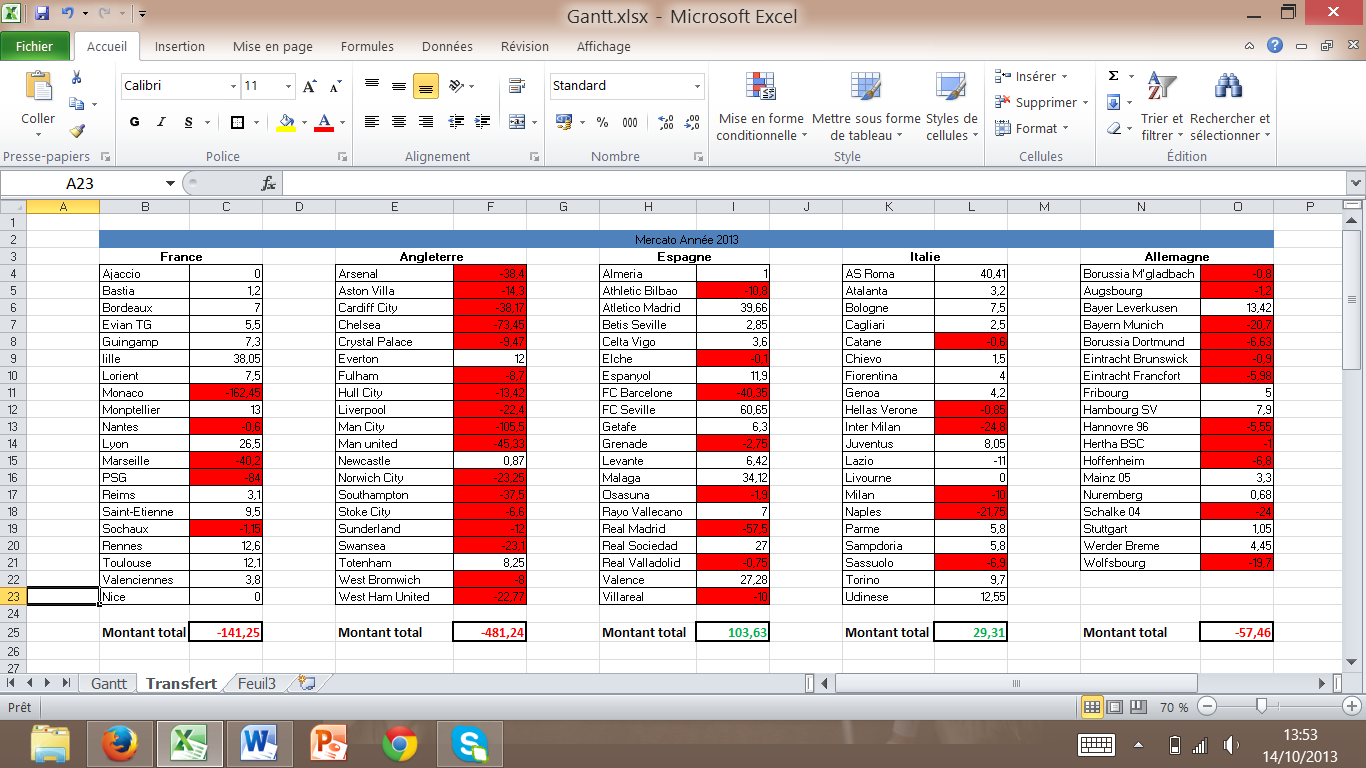
The second answer is the importance of sponsoring contract. They are constantly growing up because more a club is famous more it has the power to negociate its contract time and its value. Besides, because of its popularity, companies that want to be sponsors are numerous. This gives to club the choice for the best agreement.

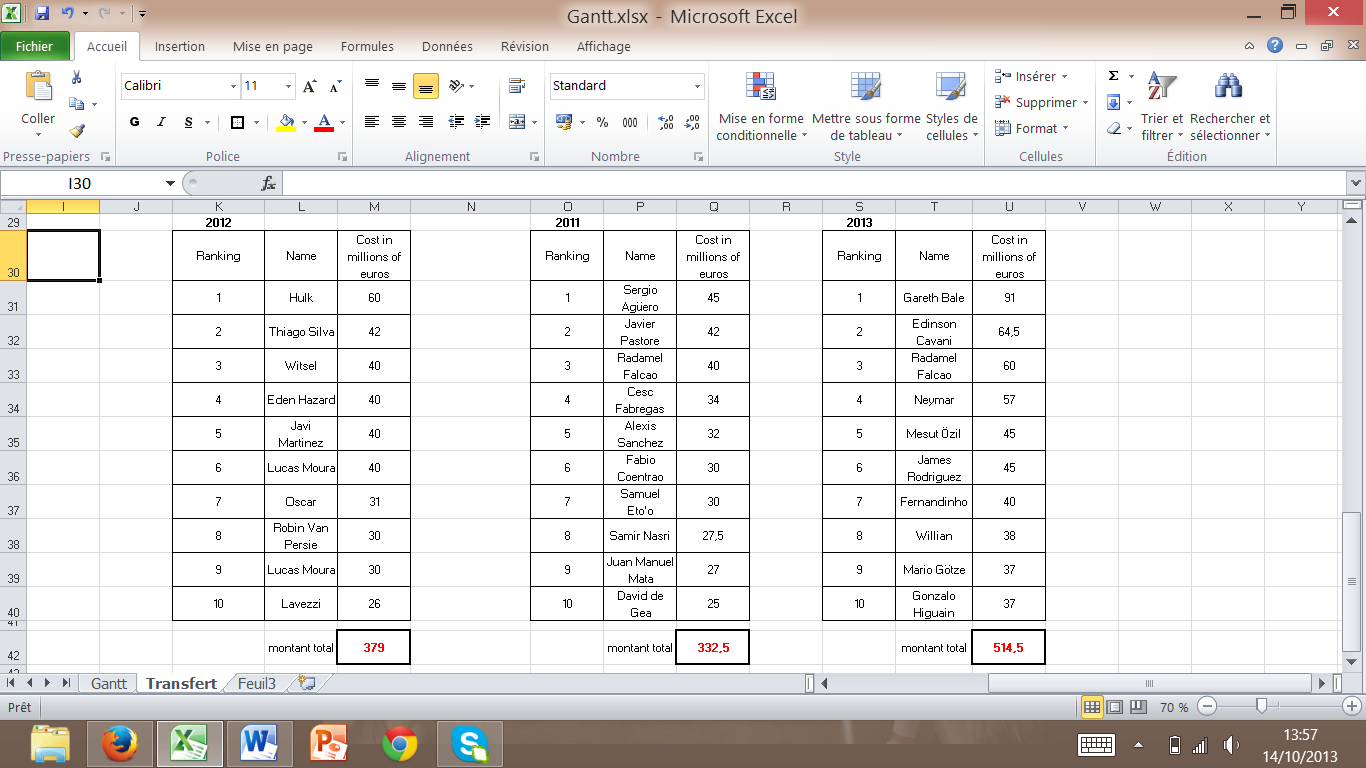
It is important to notice that the most football clubs in debt are the most famous clubs in Europe. But in spite of this, they spend billions of euros for exchanges each «mercato». We can explain this because of the money they earn each year by merchandising and sponsoring. Besides, banks have confidence in this clubs and there is a kind of freedom with the money they have or not.

Nevertheless, since few years, UEFA tries to change this mentality by requiring a financial fair-play. This new « law » has for aim to reduce the gap between footbal clubs. But this appears as a arduous task to organize.

To conclude, even if clubs are more and more in debt, they’re continuing to spend money to buy players whose prices become unbelievable. Nevertheless, UEFA and countries try to change this mentality by defining « laws ».

Montant des transferts du mercato 2013 pour les 5 grands championnats



Le montant des 10 tranferts les plus chères des 3 dernières années

Les 10 transferts les plus chers de l’histoire du football

